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ABSTRACT

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The present invention relates to a gel composition useful for skin care and protection comprising up to 80% w/w Dead Sea water (or similarly constituted water), solubilizers, gelling agents or viscosity modifiers and deionized water to complete up to 100%. Preferably, the composition is a clear liquid gel. The gel optionally comprises hydrophobic and/or hydrophilic active agents. In the composition of the present invention the hydrophobic active agents may be vegetable oils, free fatty acids or vitamins, or any combination thereof and the hydrophilic active agent may be humectants,  $\alpha$  - hydroxy acids, anti irritant agents, plant extracts, moisturizing agents or hydrolyzed plant proteins or any combination thereof. The gel may further comprise antioxidants and fragrances.